



San Francisco Bay Area **Regional Prosperity Plan**

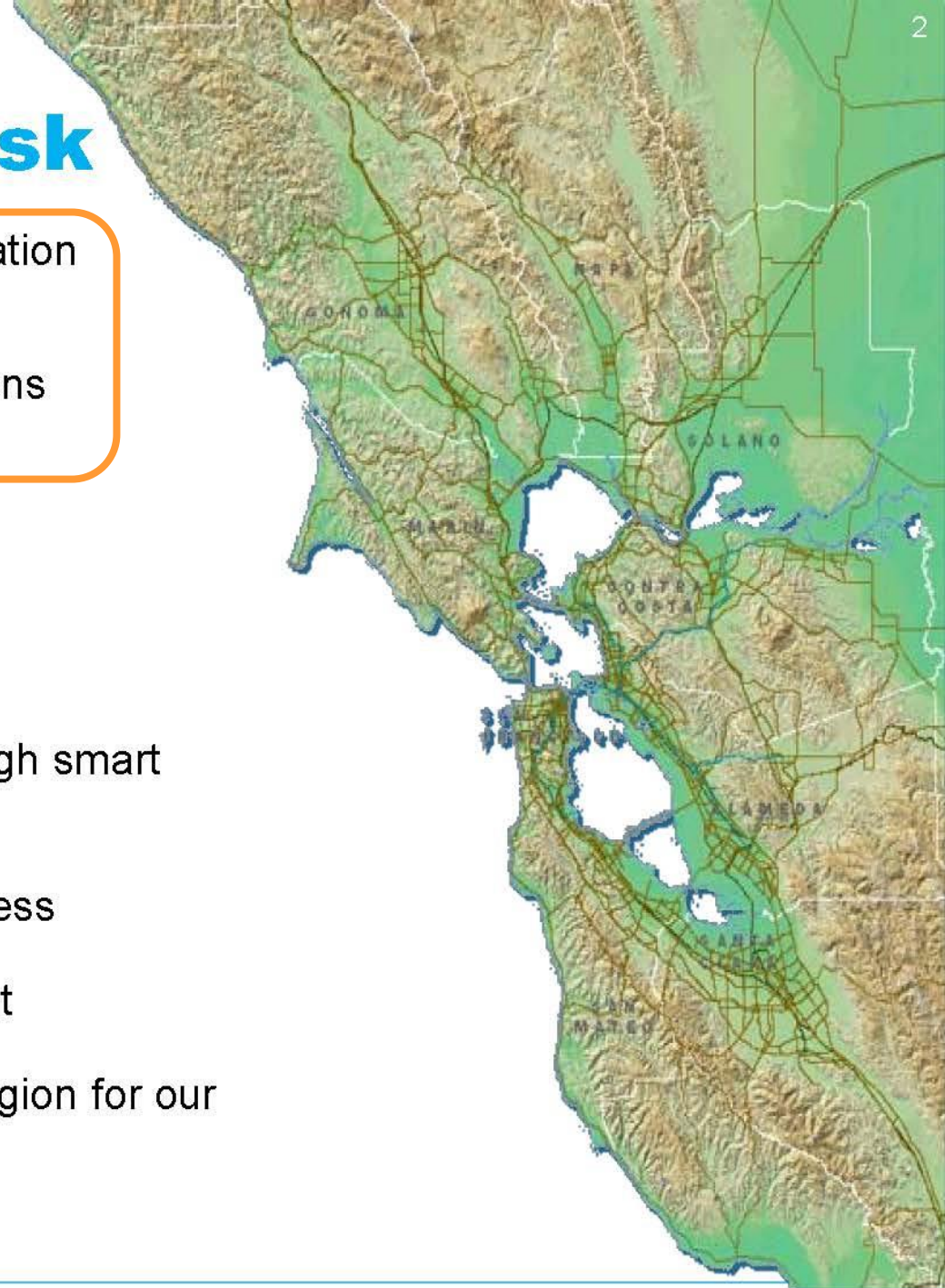
Climate Action Team Public Health Workgroup
Tuesday, February 24, 2015

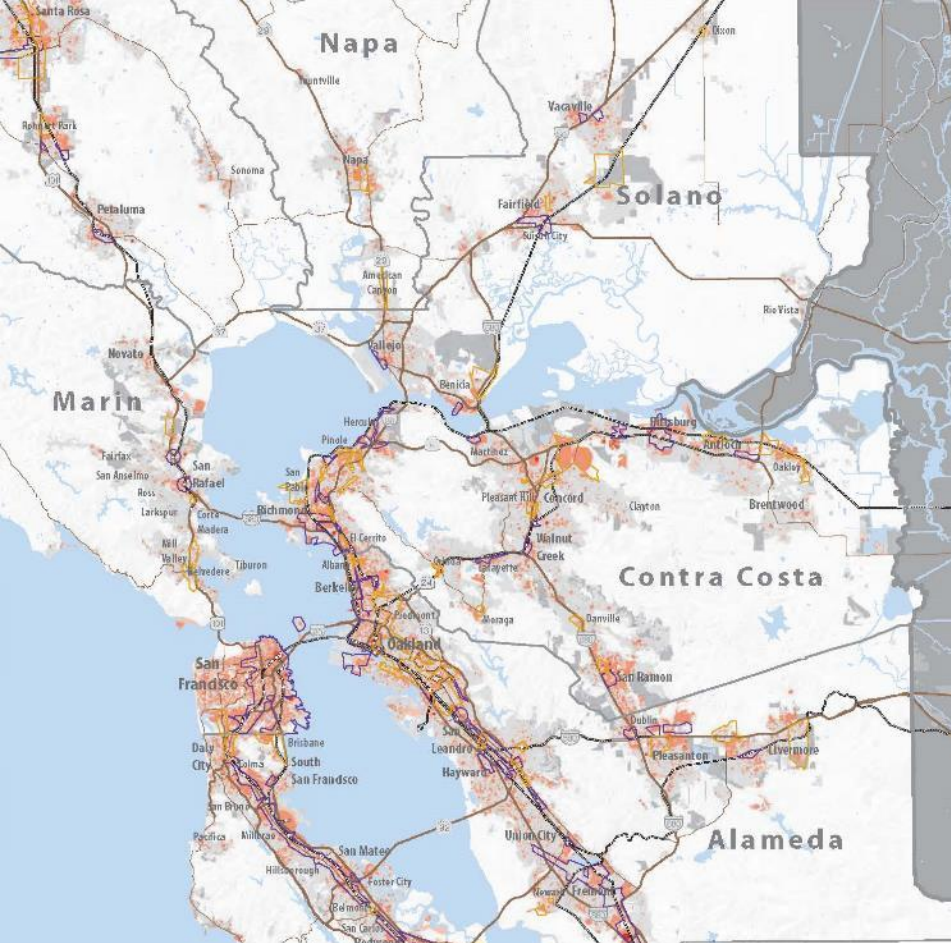
Regional Growth

	2010	2040	Growth 2010-2040
Jobs	3,385,000	4,505,000	1,120,000
Population	7,151,000	9,299,000	2,148,000
Housing Units	2,786,000	3,446,000	660,000

The Regional Task

- Integrate land use and transportation planning
- Reduce greenhouse gas emissions from by 15% per capita by 2035
- House the region's population at all income levels
- Embody local visions
- Stretch available revenues through smart investments
- Increase economic competitiveness
- Preserve our natural environment
- Help ensure a healthy, vibrant region for our children and grandchildren





Jobs per Acre in 2040



Priority Development Areas

Planned

A Planned PDA has a formally adopted plan, as determined by a local jurisdiction.

Potential

A Potential PDA requires more local planning, review and action before it can become a Planned PDA.

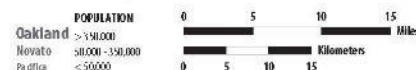
Rail Lines

Urbanized Areas

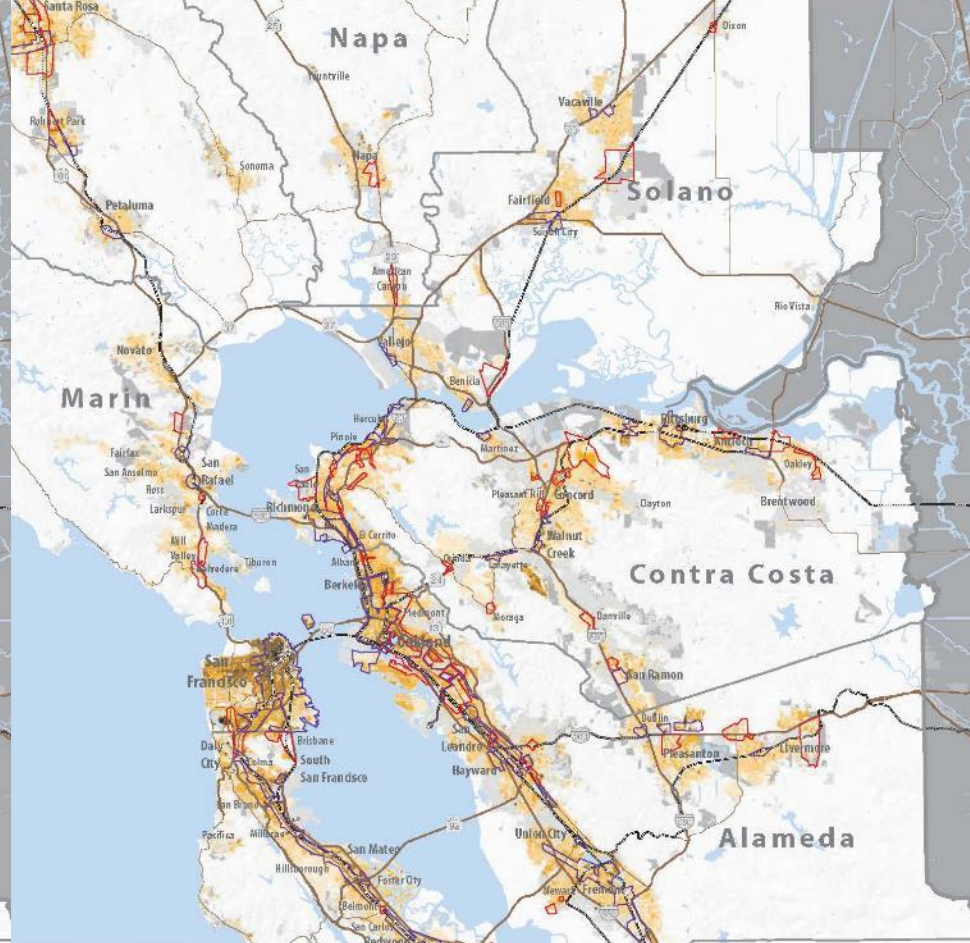
Urban Boundary Zones

Urbanized Areas: Includes land designated as Urban and Built-up as defined by the Farmland Mapping and Monitoring Program in 2010. These lands include areas occupied by structures with a building density of at least 1 unit to 1.5 acres or approximately 6 structures to a 10-acre parcel. This land is used for residential, industrial, commercial, construction, institutional, public administration, airport and other transportation yards, cemeteries, airports, golf courses, sanitary landfills, sewage treatment, water control structures and other developed purposes.

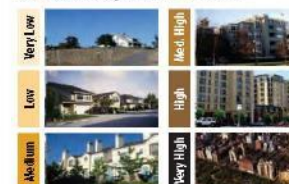
Urban Boundary Zones: Includes areas within Urban Growth Boundaries/Urban Limit Lines, Urban Service Areas and Spheres of Influence.



Map is for general information. For more information on local zoning or designations for a particular site or parcel, please contact your city or county.



Households per Acre in 2040



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Setting Our Sights: Performance *Matters*

Adopted Plan Bay Area Performance Targets

ECONOMY	 ECONOMIC VITALITY <ul style="list-style-type: none">➤ Increase gross regional product	 TRANSPORTATION SYSTEM EFFECTIVENESS <ul style="list-style-type: none">➤ Increase non-auto mode share➤ Reduce VMT per-capita➤ Maintain the transportation system
	 CLIMATE PROTECTION <ul style="list-style-type: none">➤ Reduce per-capita greenhouse gas emissions from cars and light-duty trucks	 HEALTHY AND SAFE COMMUNITIES <ul style="list-style-type: none">➤ Reduce premature deaths from exposure to particulate emissions➤ Reduce injuries and fatalities from collisions➤ Increase average daily time spent walking or biking
ENVIRONMENT	 OPEN SPACE AND AGRICULTURAL PRESERVATION <ul style="list-style-type: none">➤ Direct all non-agricultural development within the urban footprint	
EQUITY	 ADEQUATE HOUSING <ul style="list-style-type: none">➤ House all of the region's projected housing growth	 EQUITABLE ACCESS <ul style="list-style-type: none">➤ Decrease housing and transportation costs as a share of low-income household budgets


Regional Growth Strategy


Focused Growth


 Non-urbanized land

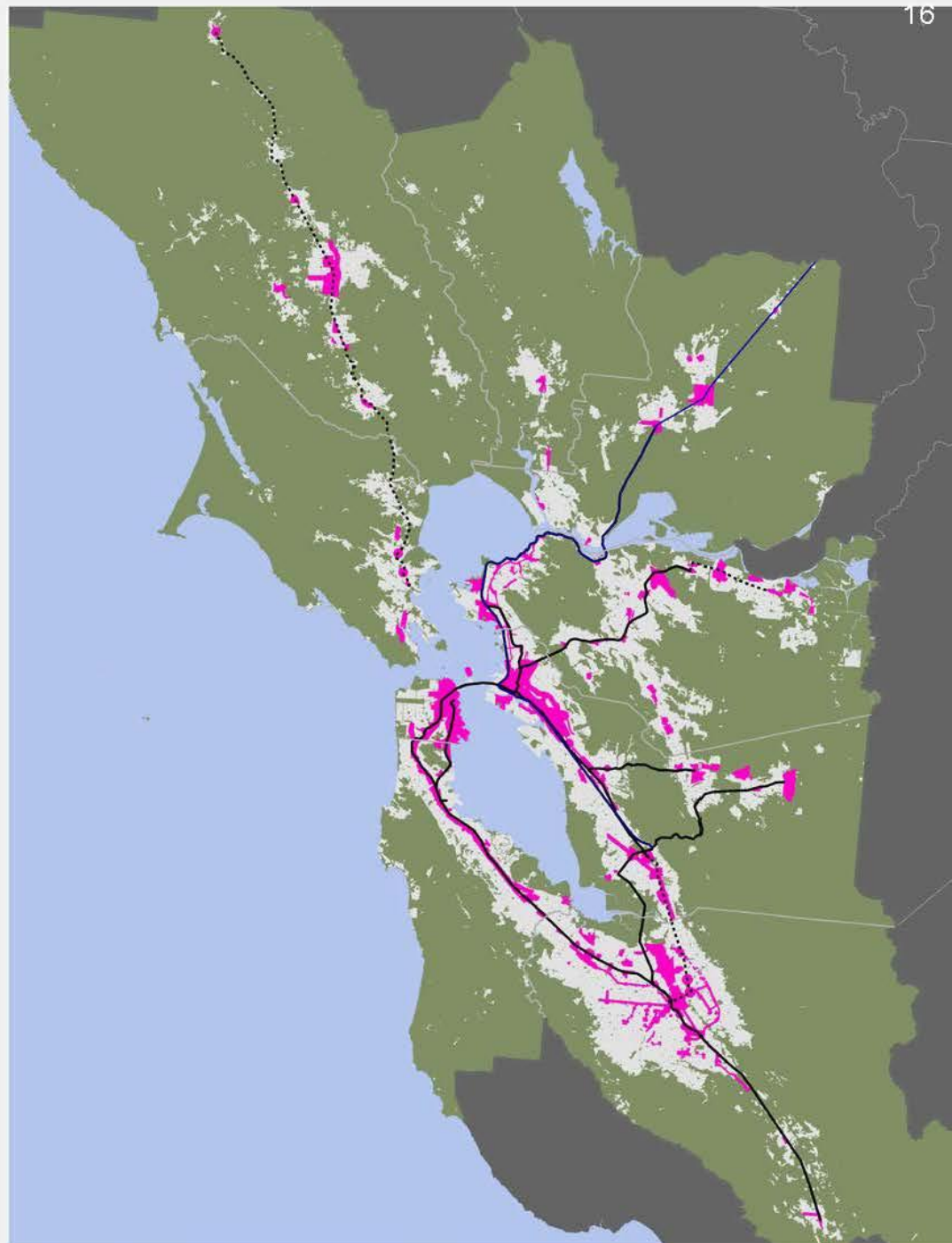
 Urbanized land

 PDAs

 Less than 5% of region's land

 Nearly 80% of new homes

 Over 60% of new jobs



Factors that Affect Health

*Smallest
Impact*

**Counseling
& Education**

**Clinical
Interventions**

**Long-lasting
Protective Interventions**

**Changing the Context
*to make individuals' default
decisions healthy***

Socioeconomic Factors

*Largest
Impact*

Examples

Eat healthy, be
physically active

Rx for high blood
pressure, high
cholesterol, diabetes

Immunizations, brief
intervention, cessation
treatment, colonoscopy

Fluoridation, 0g trans
fat, iodization, smoke-
free laws, tobacco tax

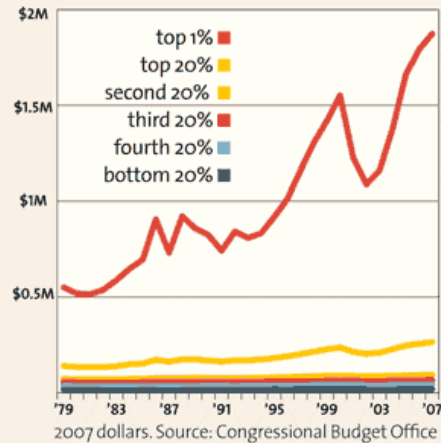
Poverty, education,
housing, inequality

Income Inequality . . .

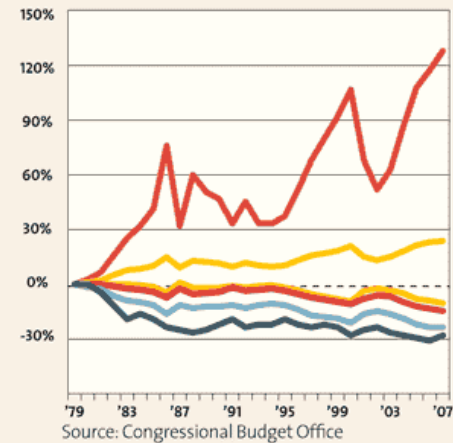
INCOME INEQUALITY IN THE UNITED STATES, 1910-2010



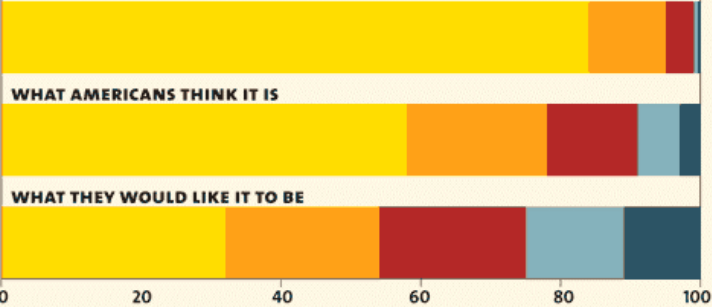
AVERAGE HOUSEHOLD INCOME before taxes



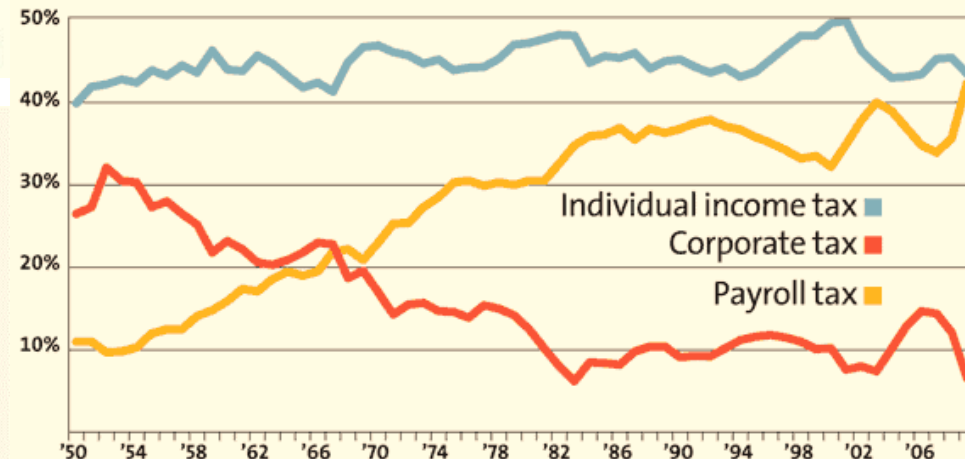
CHANGE IN SHARE OF INCOME vs. 1979, after taxes



ACTUAL DISTRIBUTION OF WEALTH



SHARE OF FEDERAL TAX REVENUE



A Unique Opportunity . . .

- **Regional Prosperity Plan**
 - Funded through the Sustainable Communities Initiative
 - Integrated housing, transportation and economic development
- **Advance Plan Bay Area implementation**



Critical Issues: Plan Bay Area Implementation

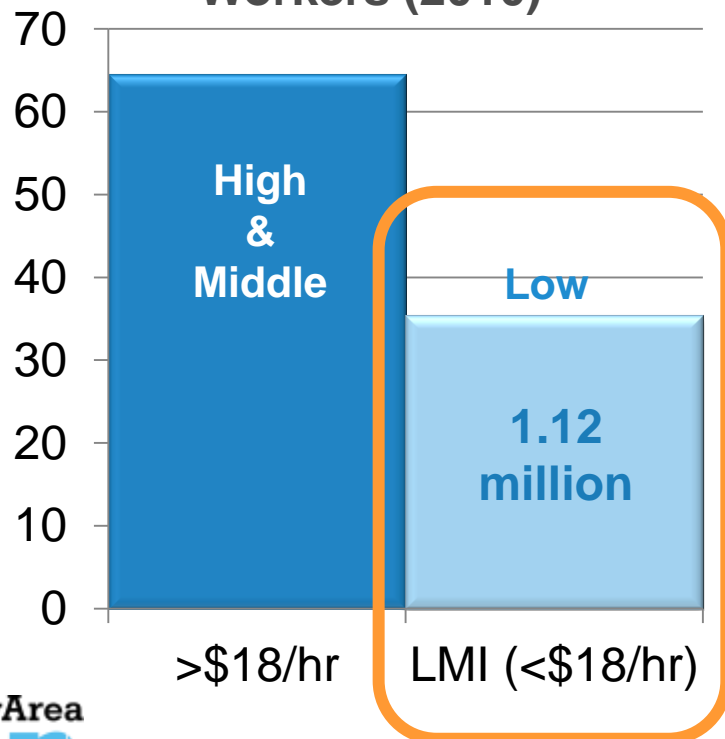
- **Expanding economic mobility** and opportunities for low- and moderate-income workers
- **Providing affordable housing** near transit
- **Stabilizing communities** in neighborhoods at risk of displacement



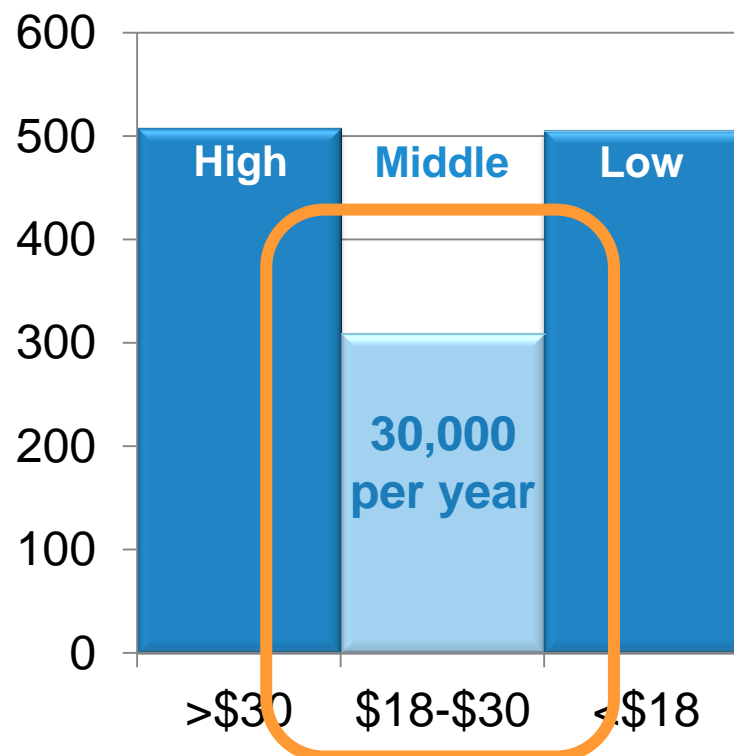
Key Challenges and Opportunities

- **Structure of the economy is changing**
Fewer opportunities for low and moderate wage workers

Low- and Moderate-Wage Workers (2010)



Job Openings (2010-20)

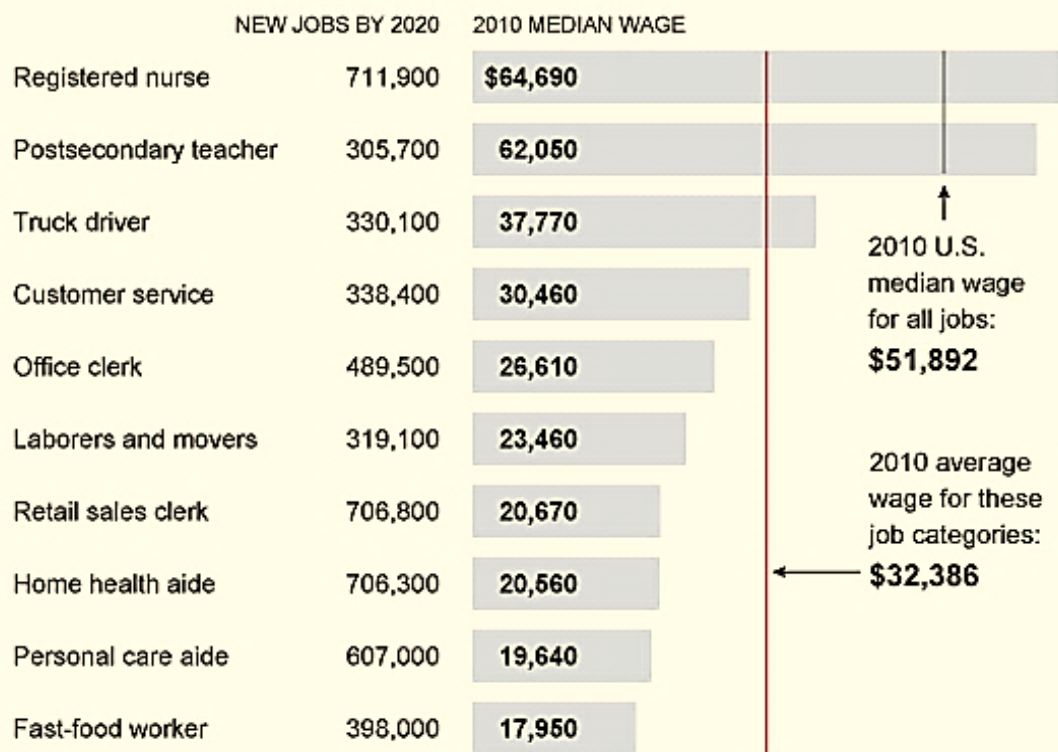


Key Challenges and Opportunities

- **Recovery from the Great Recession is uneven**
Higher proportion of low-wage jobs added

Most New Jobs Pay Low Wages

Occupations projected to have the largest growth in workers, 2010-20.



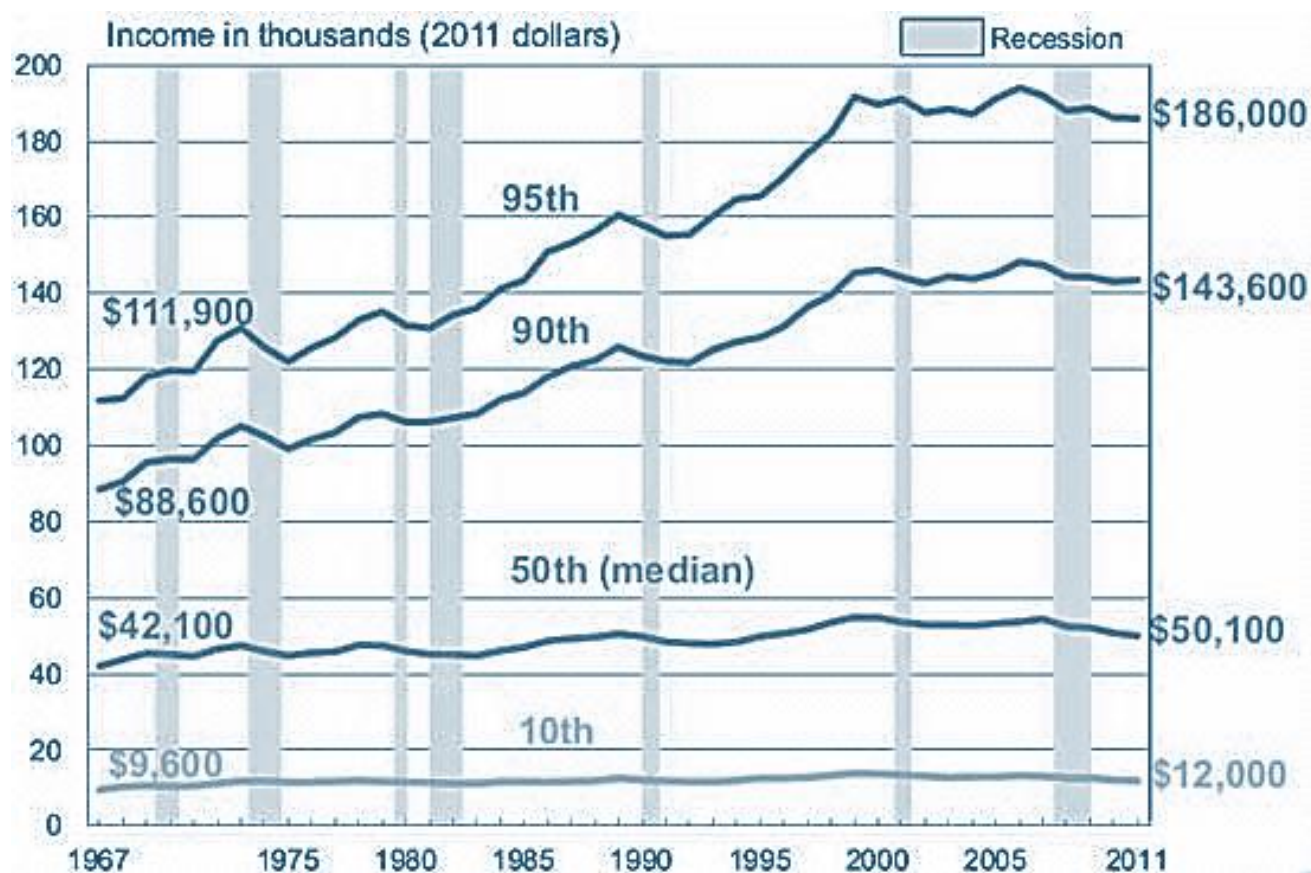
Source: Bureau of Labor Statistics

Middle-wage jobs lost

Low-wage jobs gained

Key Challenges and Opportunities

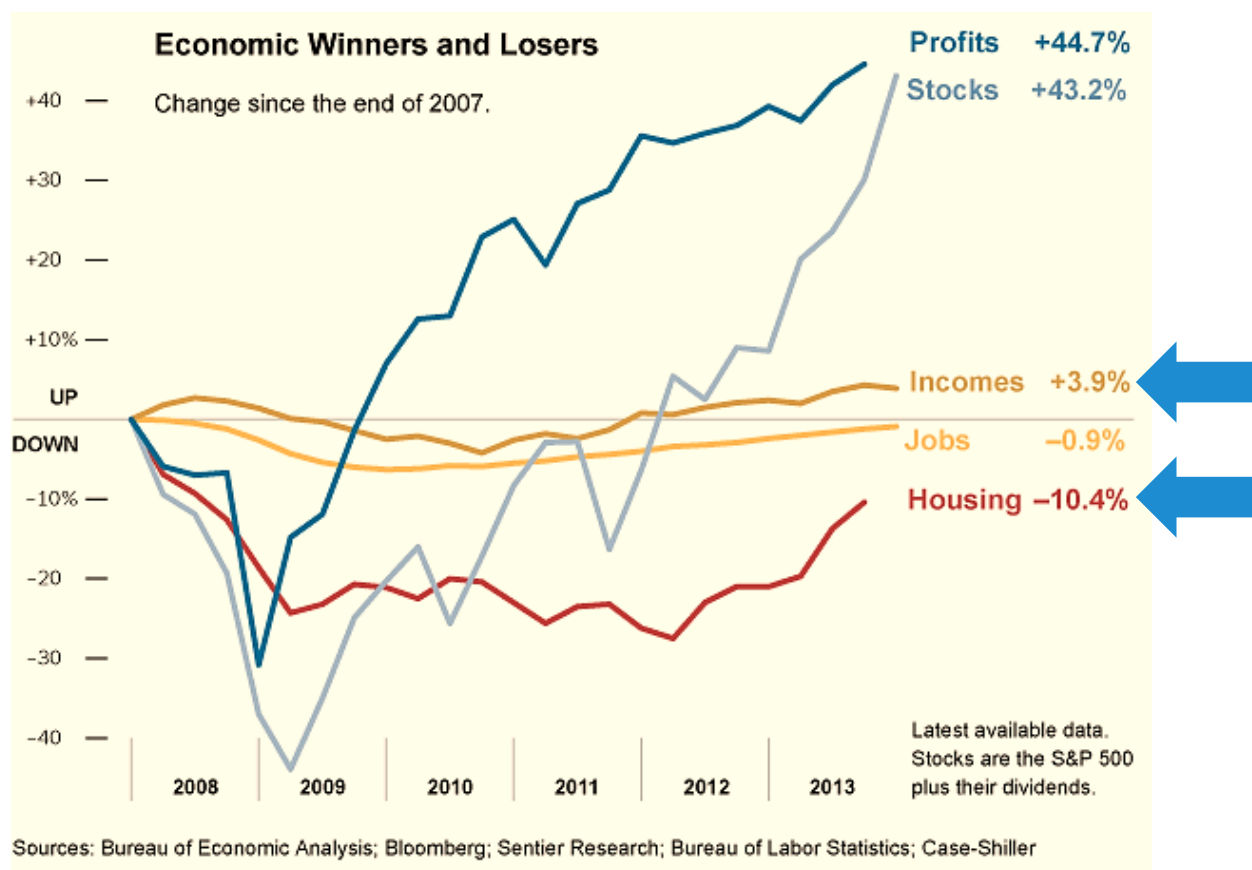
- **Real wages have stagnated**
Least gains for middle and low wage workers



Source: Social Security Tax Records

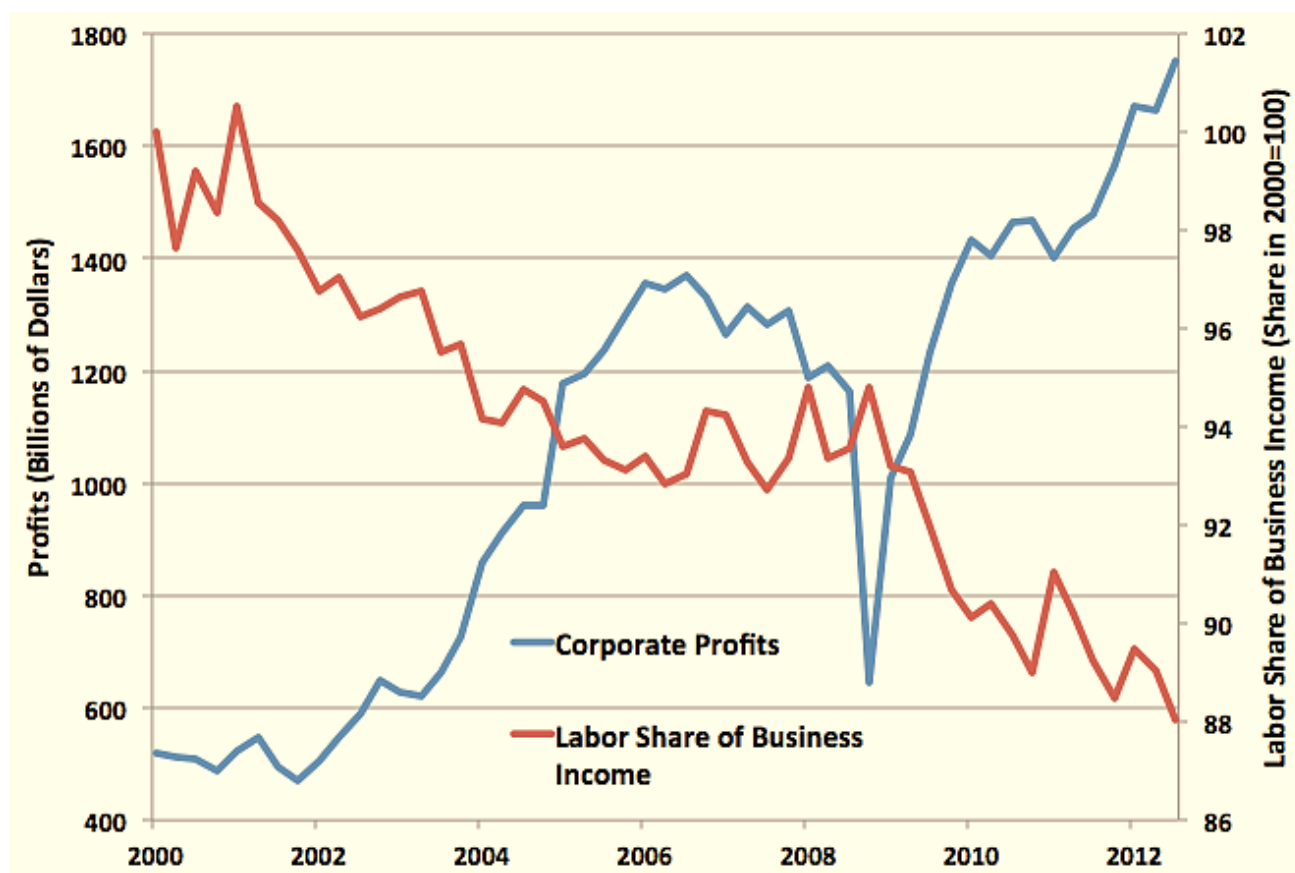
Key Challenges and Opportunities

- **Recovery from the Great Recession is uneven**
Incomes remain flat for workers despite rise in overall wealth



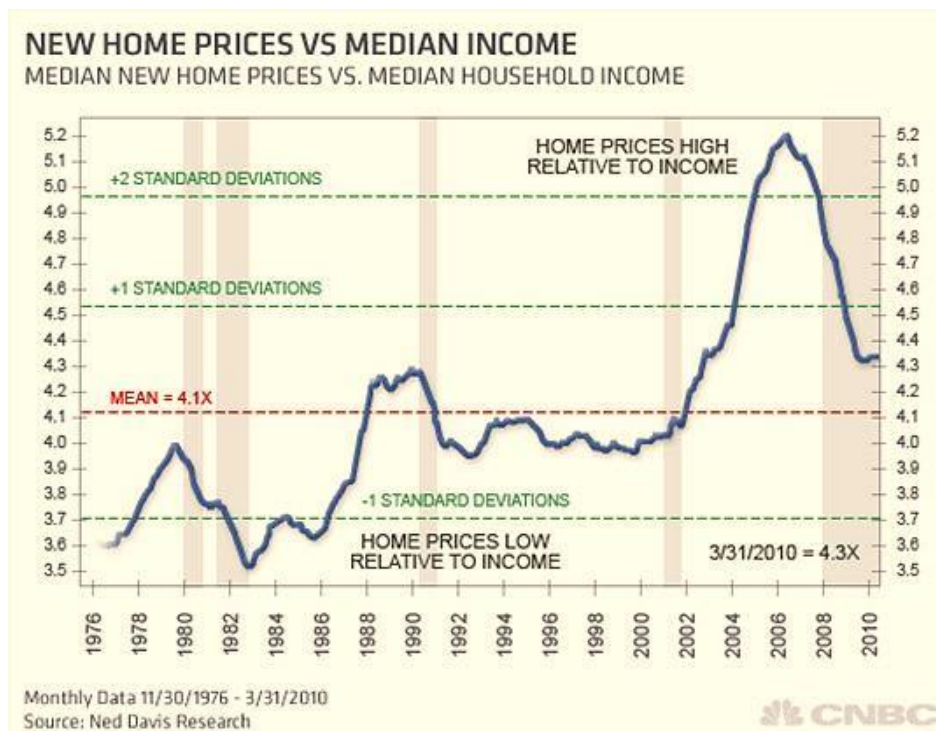
Key Challenges and Opportunities

- **Pathways for worker prosperity are diminishing**
Stronger reliance on capital rather than labor in the economy



Key Challenges

- **Housing costs have risen faster**
For both for-sale and rental units



Tech workers squeezing out renters in San Francisco, Seattle

By Les Christie @CNNMoney February 7, 2014: 9:36 AM ET

Recommend 1.3k



Annual rent increases in major tech cities



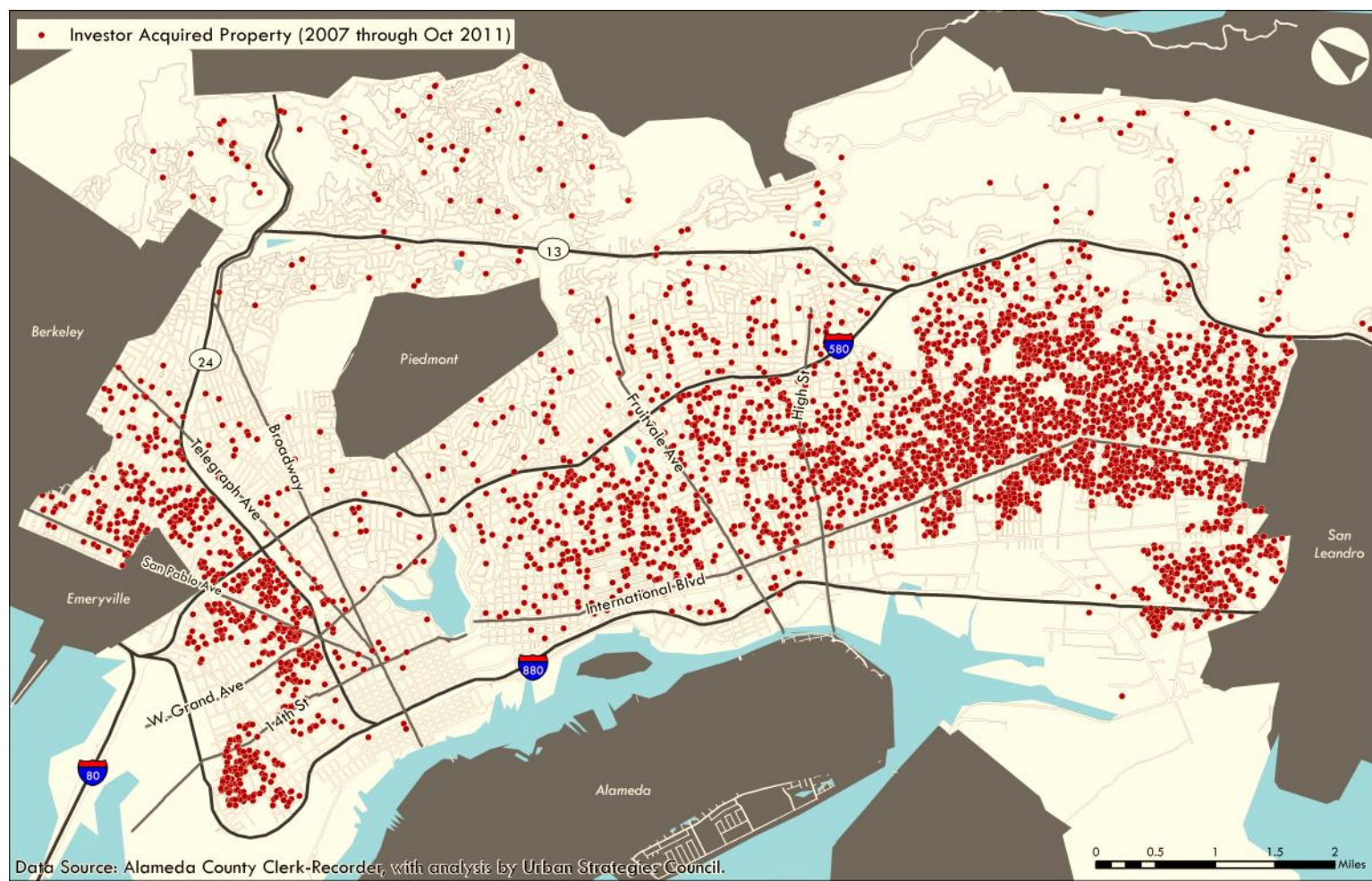
NEW YORK (CNNMoney)

Low- and middle-income residents of San Francisco, Oakland, Seattle and other metro areas, are getting pushed out of their homes as an influx of deep pocketed tech workers drive up rents.

Rental rates for the 10 metro areas most dominated by tech companies rose by an average of 5.7% year-over-year through January, nearly twice the average 3% increase seen in the nation's 90 other largest cities, according to Trulia. Certain cities have seen far bigger hikes: rents in San Francisco rose by 12.3%, to a median of \$3,350 a month in January.

Key Challenges and Opportunities

- **Higher vulnerability and risk of displacement**
Gains on housing equity have accrued to large investors



Key Challenges and Opportunities

- **Public resources have declined**
Funding for affordable housing is limited

Affordable Housing Funding Gap Analysis by ABAG

- 370,000 new affordable housing units by 2040
- \$800 million in subsidies currently available
- \$3.2 billion gap per year

Loss of redevelopment deals body blow to affordable housing efforts

By Ian Thompson

January 4, 2012 |



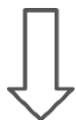
VACAVILLE — The elimination of redevelopment agencies has dealt a body blow to affordable housing programs in Solano County.

Last week, the state Supreme Court ruled that the state can eliminate cities' redevelopment agencies. That eliminates the 20

Key Challenges

- Existing policy tools or market forces unable to meet growing needs

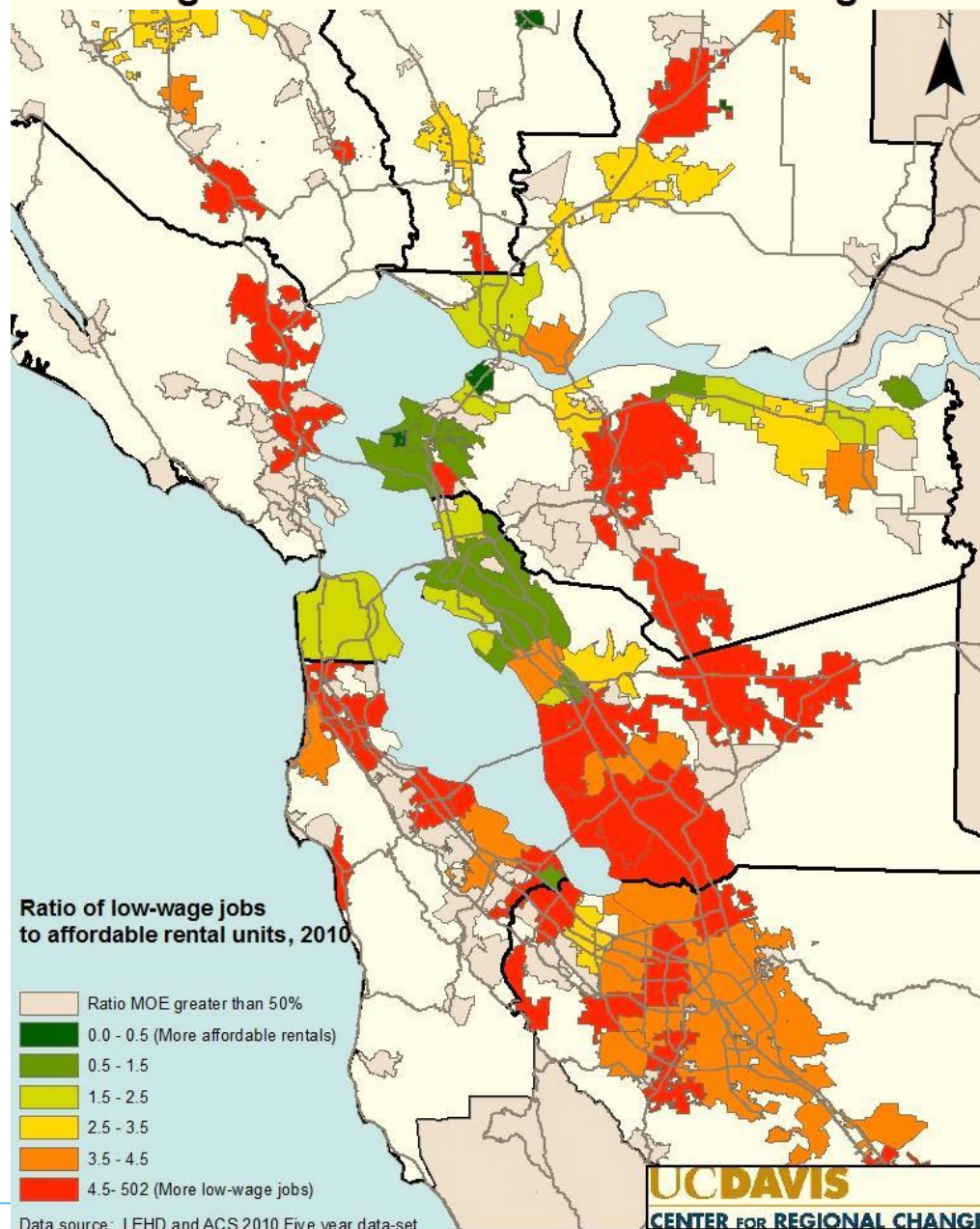
Stronger economy and uneven recovery



Longer commutes *and* higher housing cost

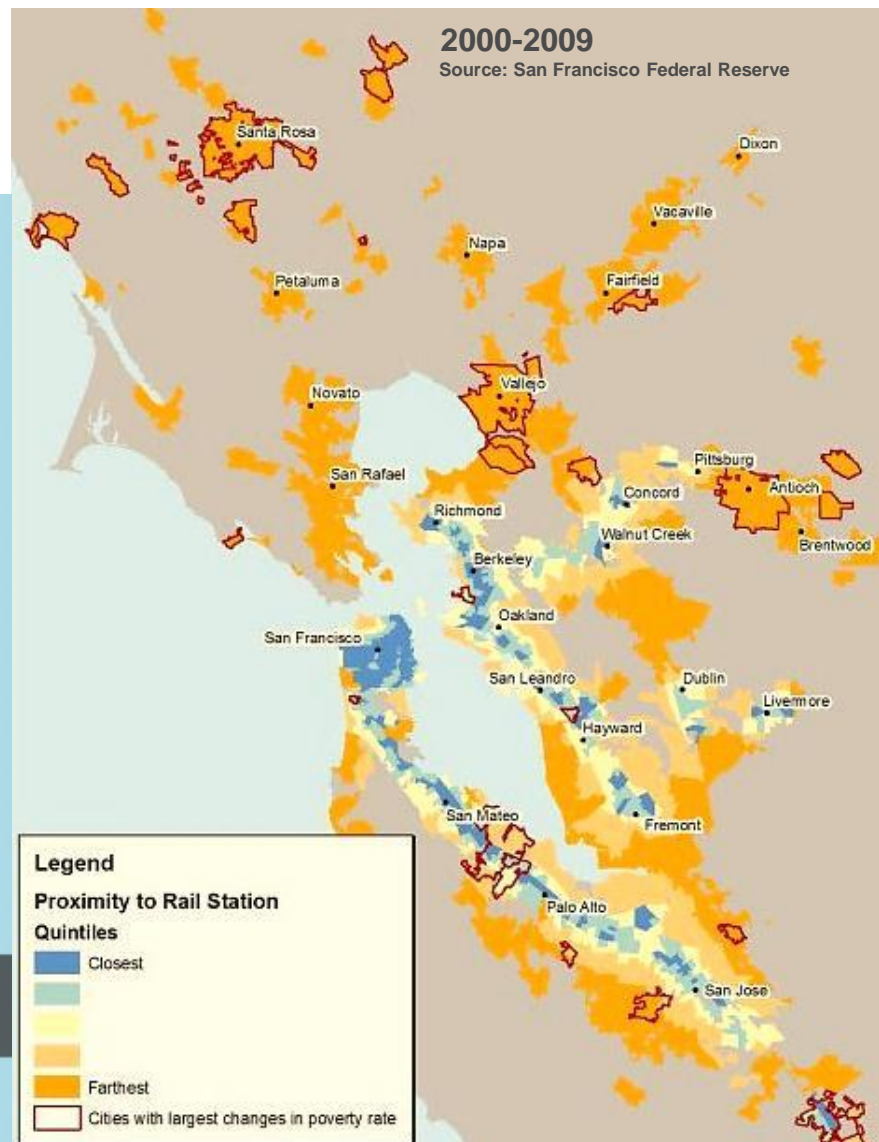
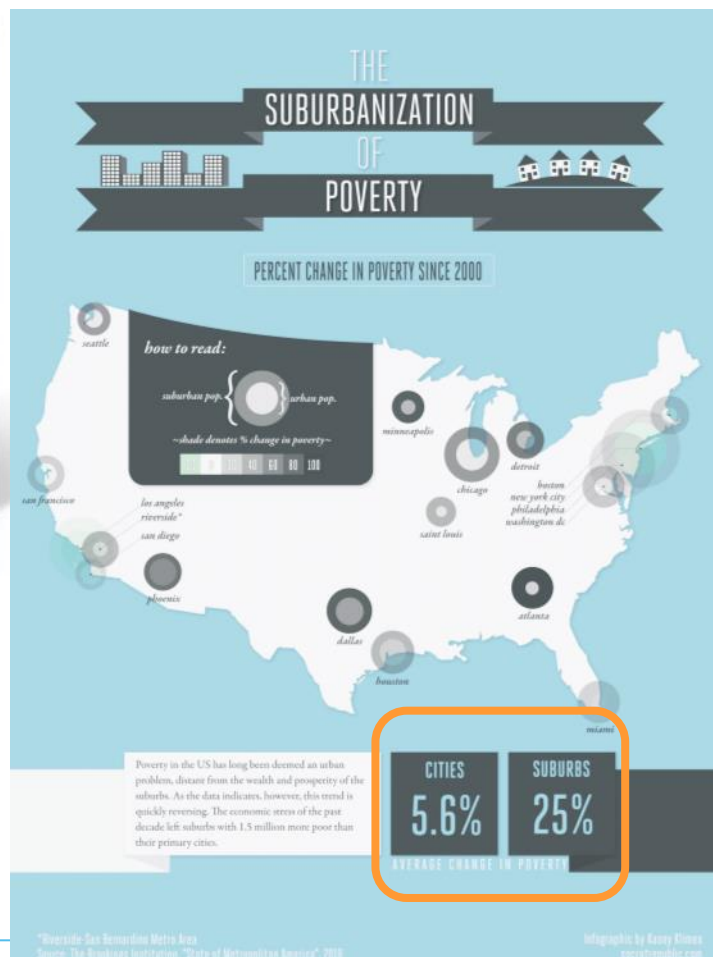
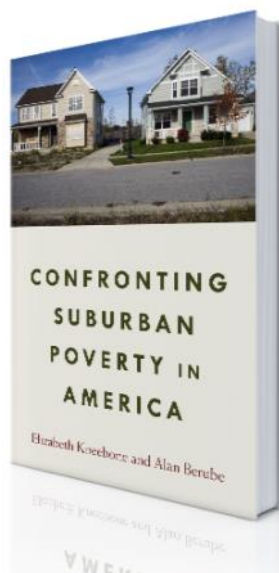
Greater impact on low- and moderate-income residents

Low-Wage Jobs/Affordable Rental Housing Ratio

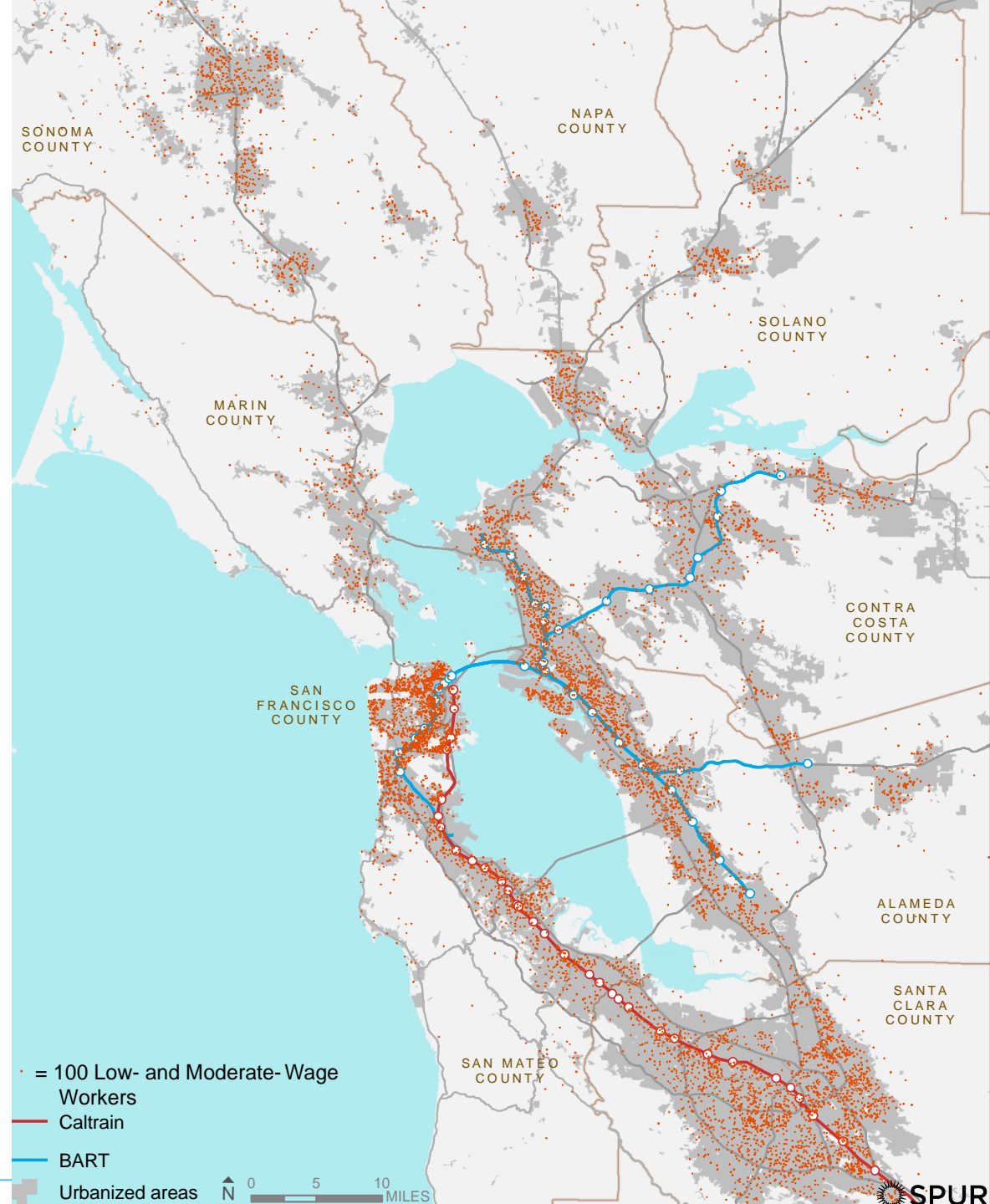


Key Challenges and Opportunities

- Rising poverty, especially in the suburbs










Where lower-wage workers live . . .



Setting Our Sights: Performance *Matters*

Adopted Plan Bay Area Performance Targets

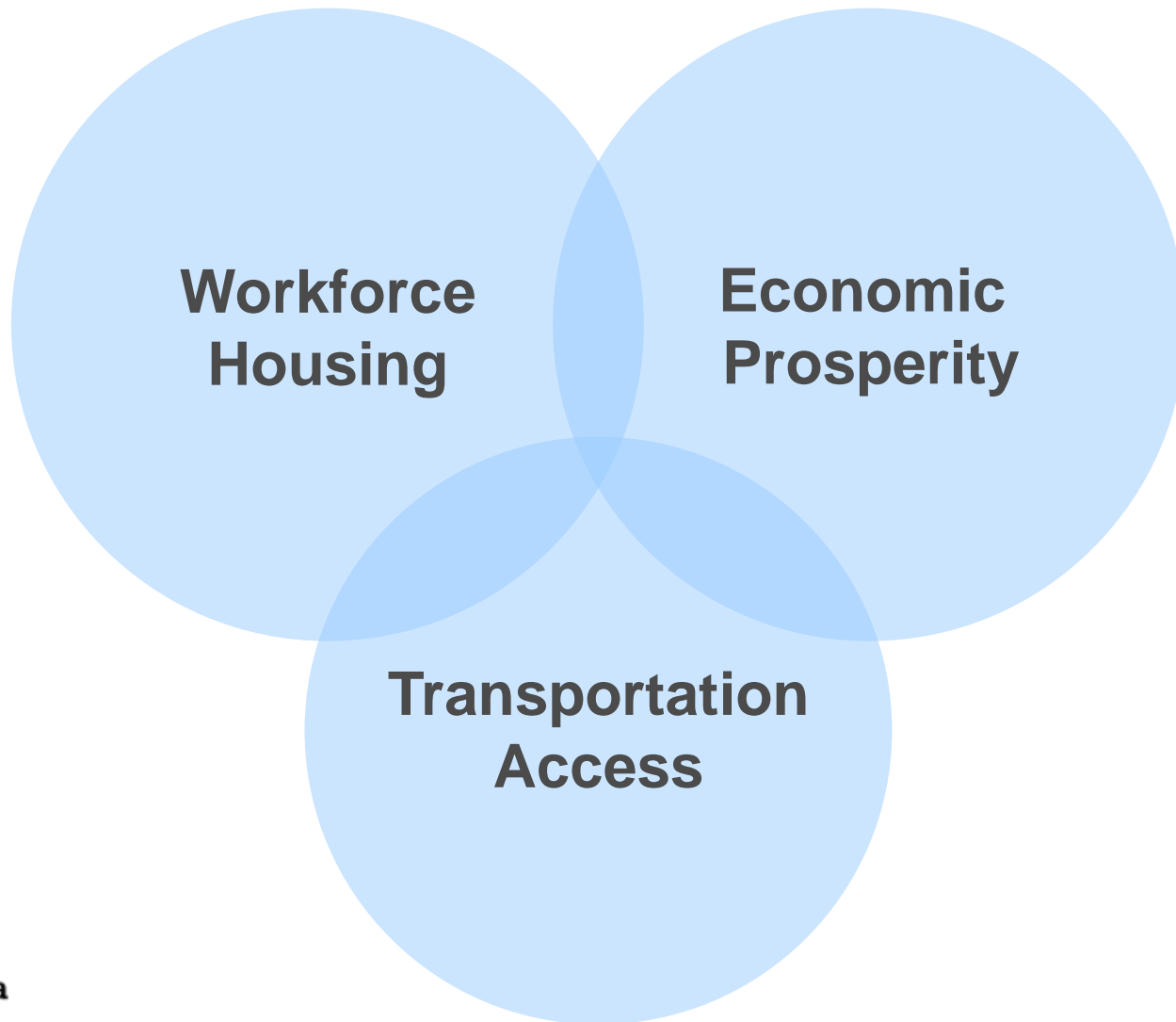
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NATIONAL PREVENTION STRATEGY

America's Plan for Promoting Health and Wellness



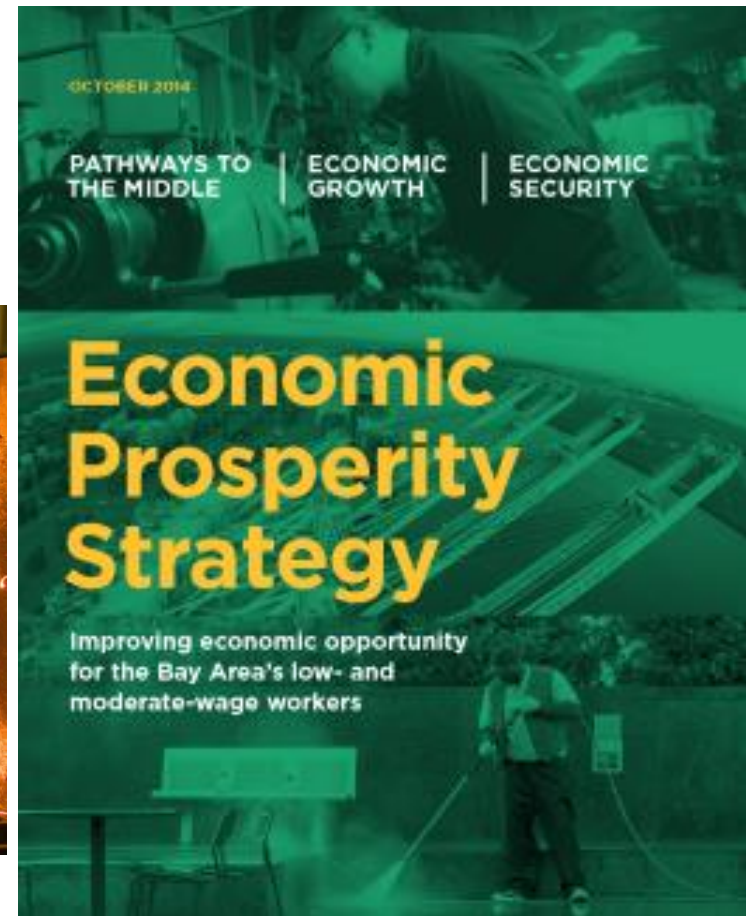
An Integrated Approach . . .



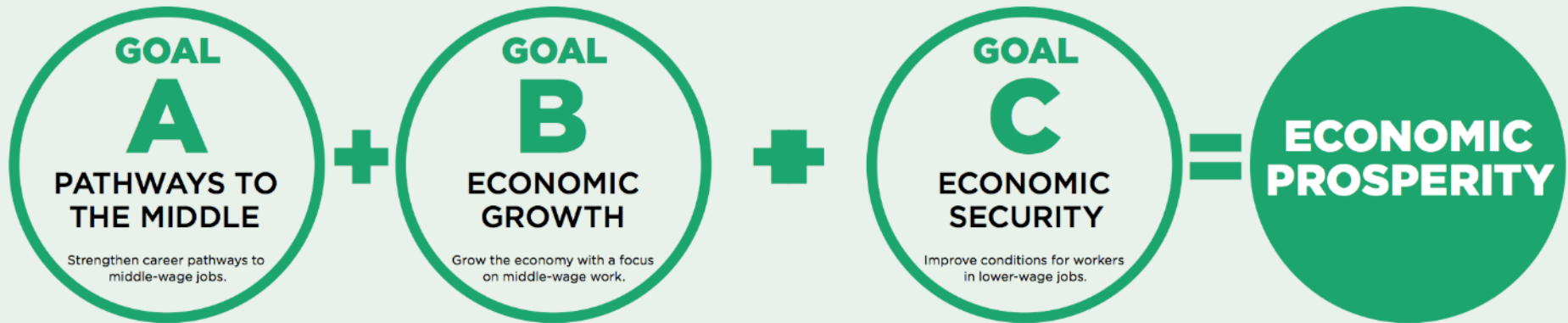
Economic Prosperity

Economic mobility and opportunities for LMI workers

- Completed a Regional Economic Prosperity Strategy
- Funded 11 pilot projects with \$1.08 million in sub-grants



Must balance pathways to the middle with economic growth and security



Select Pilot Projects

Northern Waterfront Economic Development Initiative East Contra Costa County

- Revitalize the waterfront to add quality jobs, reduce congestion, strengthen the regional economy
- Integrated approach to land use, transportation and economic development



Select Pilot Projects

Construction Careers Initiative

Santa Clara and San Mateo Counties

- Industry-administered pre-apprenticeship program
- Train and place LMI workers on career pathways in construction

Leveraged grant to secure \$500,000 from State to train 120 LMI workers in 2015



Workforce Housing

Affordable housing near transit

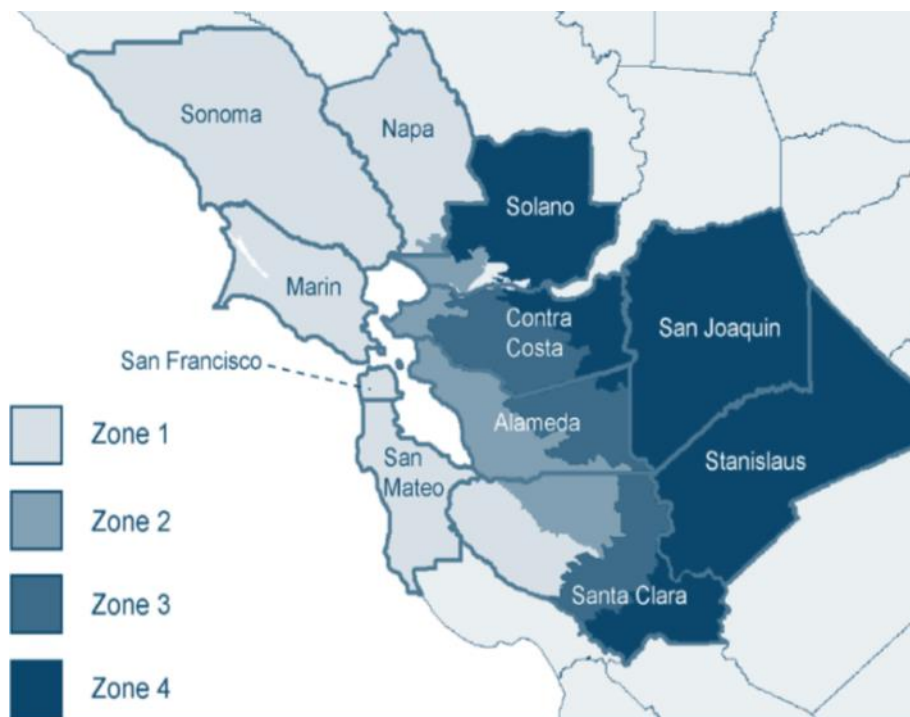
- Funded 22 pilot projects with \$1.2 million in sub-grants
 - ***Financing*** affordable housing production
 - ***Preserving*** existing affordable units
 - ***Stabilizing*** neighborhoods at risk of displacement



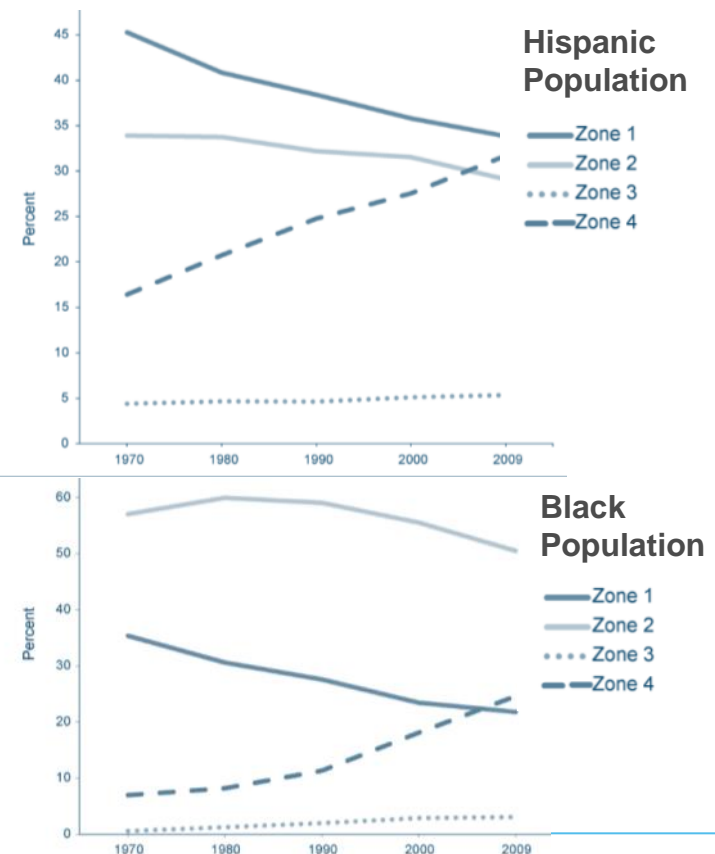
Select Pilot Projects

Methodology for Analyzing Potential for Displacement California Air Resources Board

- Predictive tool for the Bay Area based on extensive data analysis
- Engagement of community groups to ground-truth data



Source: Schafran and Wegmann, UC Berkeley 2012



Select Pilot Projects

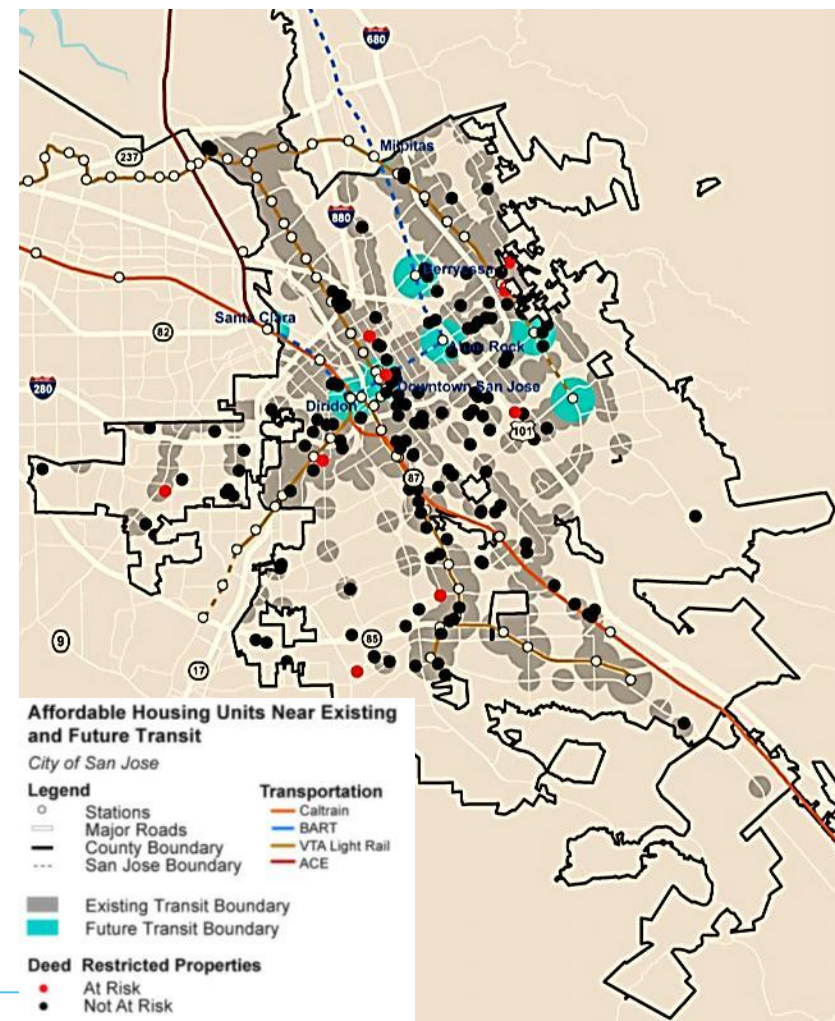
Preserving At-Risk Affordable Housing Near Transit

Cities of San Jose, Oakland and Fremont

- >6,500 subsidized affordable rental units at risk in region
- Cost-effective approach (half the cost of building a new unit)

At-Risk Housing Units: City of San Jose

	<i>Units</i>	<i>Section 8 Units</i>
Very High Risk	245	193
High Risk	829	698
Moderate Risk	321	318
Total	1,395	1,209



Source: Reconnecting America, California Housing Partnership Corporation, ESRI

Select Pilot Projects

Small-Sites Acquisition and Rehabilitation San Francisco Chinatown

- Focus on smaller apartment buildings within PDAs (5-25 units)
- Cost-effective and time-sensitive approach



Housing Program: Mayor Announces Funding for Affordable Rental Units

August 11, 2014

Mayor Edwin M. Lee announced funding availability for acquisition and rehabilitation financing for the multi-family rental buildings of 5-25 units through the new Small Sites Program. This funding will help stabilize buildings that are occupied by low to moderate income tenants throughout San Francisco that are particularly susceptible to evictions and rising rents. An initial \$3 million is being made available with additional funding expected to be released during the program's first year.



"Real estate speculation and rising rents have contributed to displacement of San Franciscans across our City," said Mayor Lee. "We need to stabilize our neighborhoods that are vulnerable to gentrification and expand the safety net for San Franciscans at risk of eviction and displacement. This program is a part of our comprehensive plan to protect and stabilize our housing stock. With the purchase of already occupied units, we can preserve their affordability over the long-term. The Small Sites Program offers a way to create certainty for our longtime San Francisco families and rent-controlled households, ensuring they have a safe, affordable place to live well into the future."

Select Pilot Projects

Land Value Recapture to Fund Affordable Housing

Cities of Walnut Creek, El Cerrito, Concord and Fremont

- Market-based tool to capture part of the increase in land value due to public investments and rezoning within PDAs
- Using additional revenue to provide more affordable housing



LVR Workshop in the City of Walnut Creek

Workshop on affordable housing in PDAs with three cities

Leadership and Capacity-Building

Engagement of disadvantaged communities

- Funded 14 pilot projects with \$800,000 in sub-grants
 - **Leadership institutes** that train residents to advocate for their own needs and priorities
 - **Capacity-building** for community groups and residents in outlying areas



Resident leadership academy in San Francisco





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